

Live



# **How to use YouTube platform for live events**

Streaming Media West, November 2013



YouTube



1 billion





6 billion  
hours/month

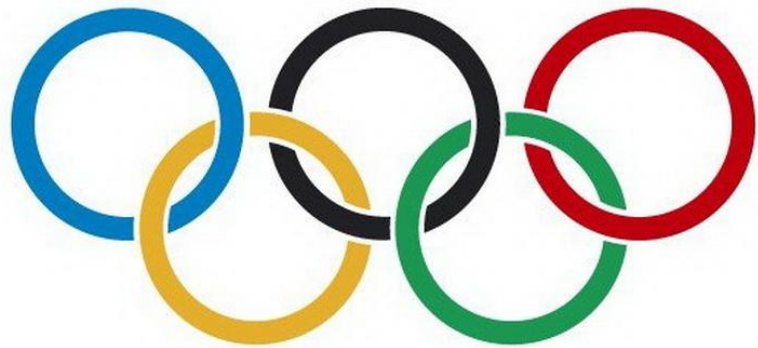
The background of the image is a repeating pattern of small, grey, stylized human icons. Each icon is a simple silhouette of a person with arms at their sides, facing forward. They are arranged in a precise grid across the entire image.

25% on mobile





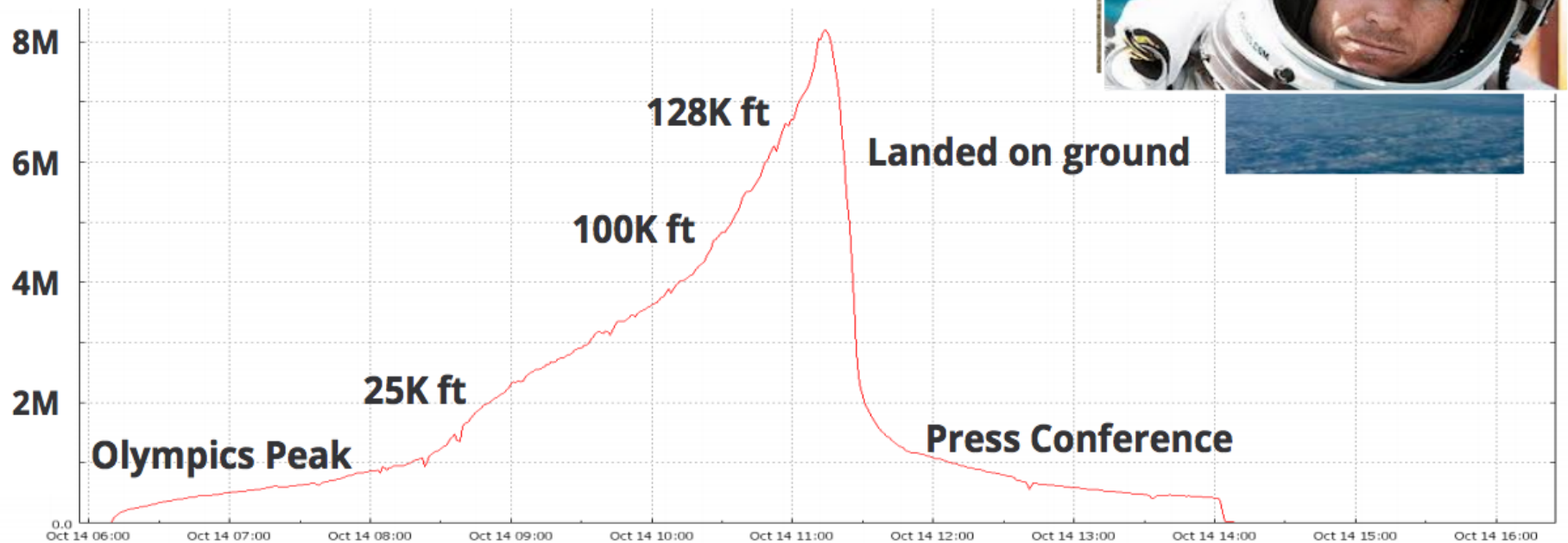




**LONDON**  
**2012**





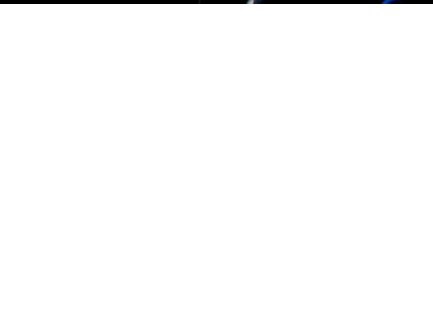
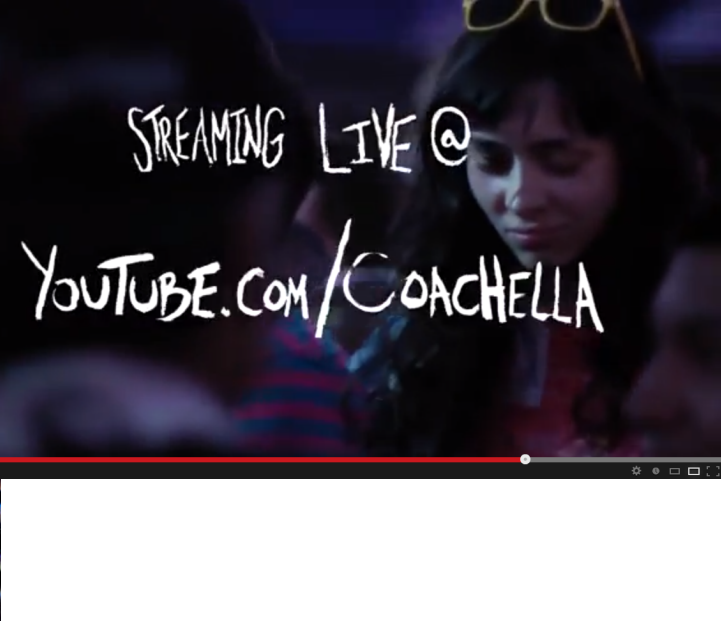


**52M playbacks; 8.2M peak concurrent**

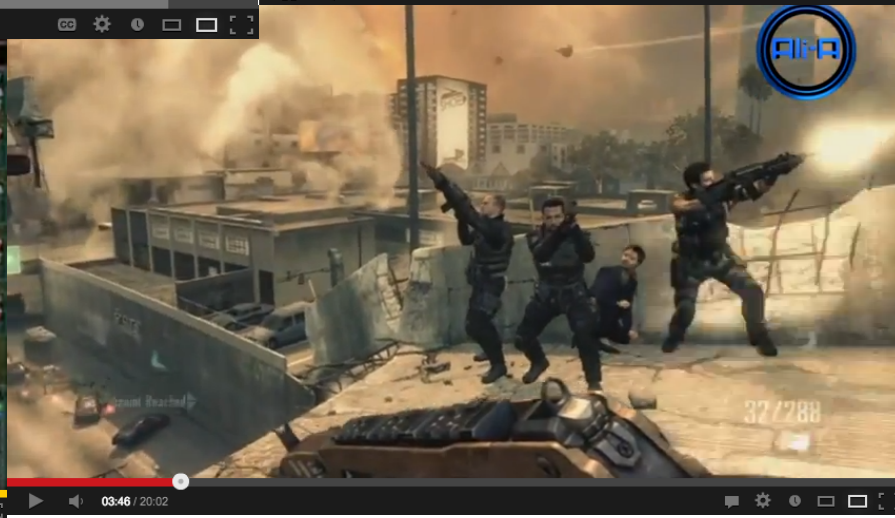
















# SCALE





Global delivery platform and audience

Cloud Transcoding

Full redundancy

Cross Platform

**QUALITY**





Huntington

37

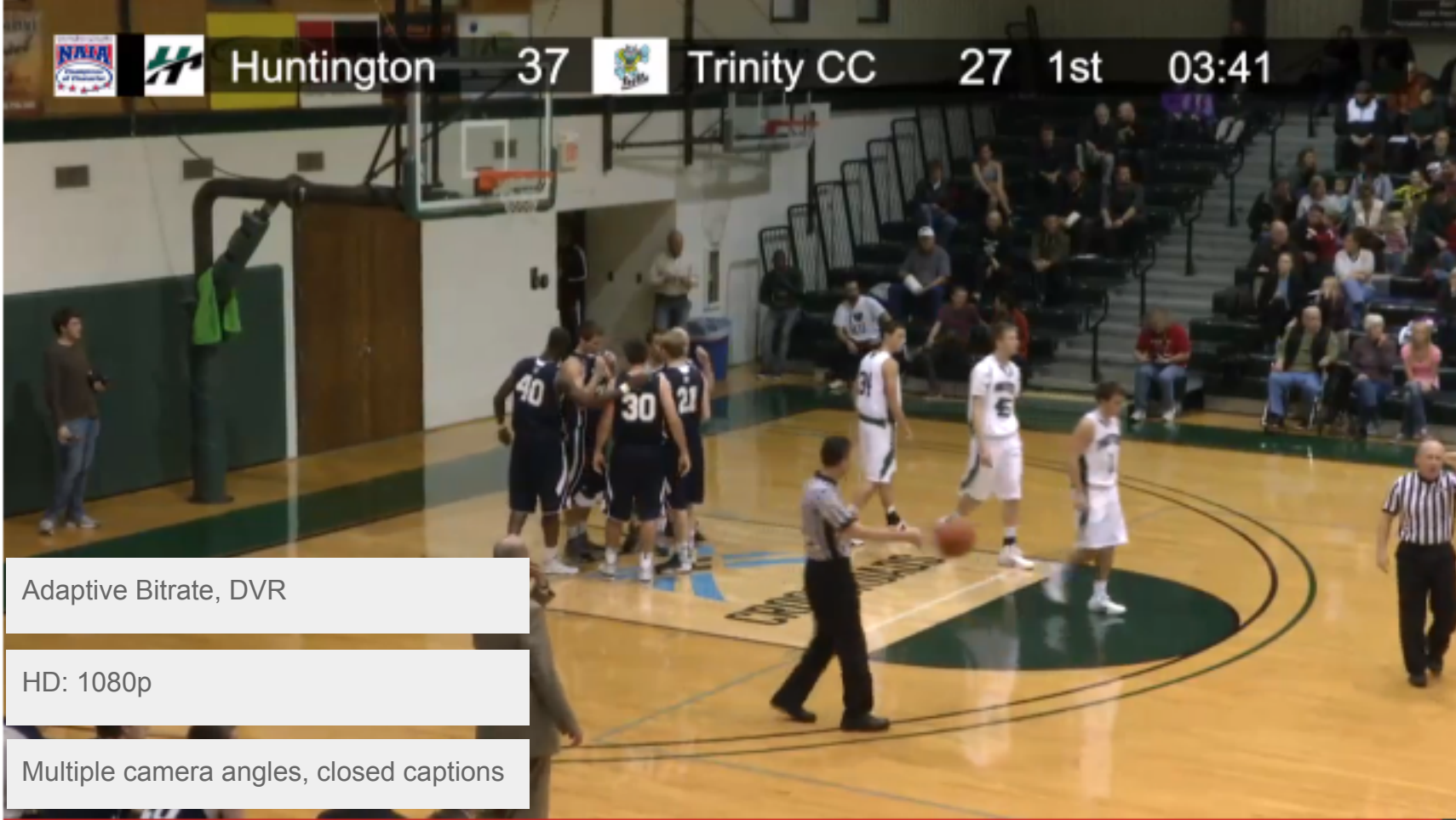


Trinity CC

27

1st

03:41



Adaptive Bitrate, DVR

HD: 1080p

Multiple camera angles, closed captions



42:01

● Live

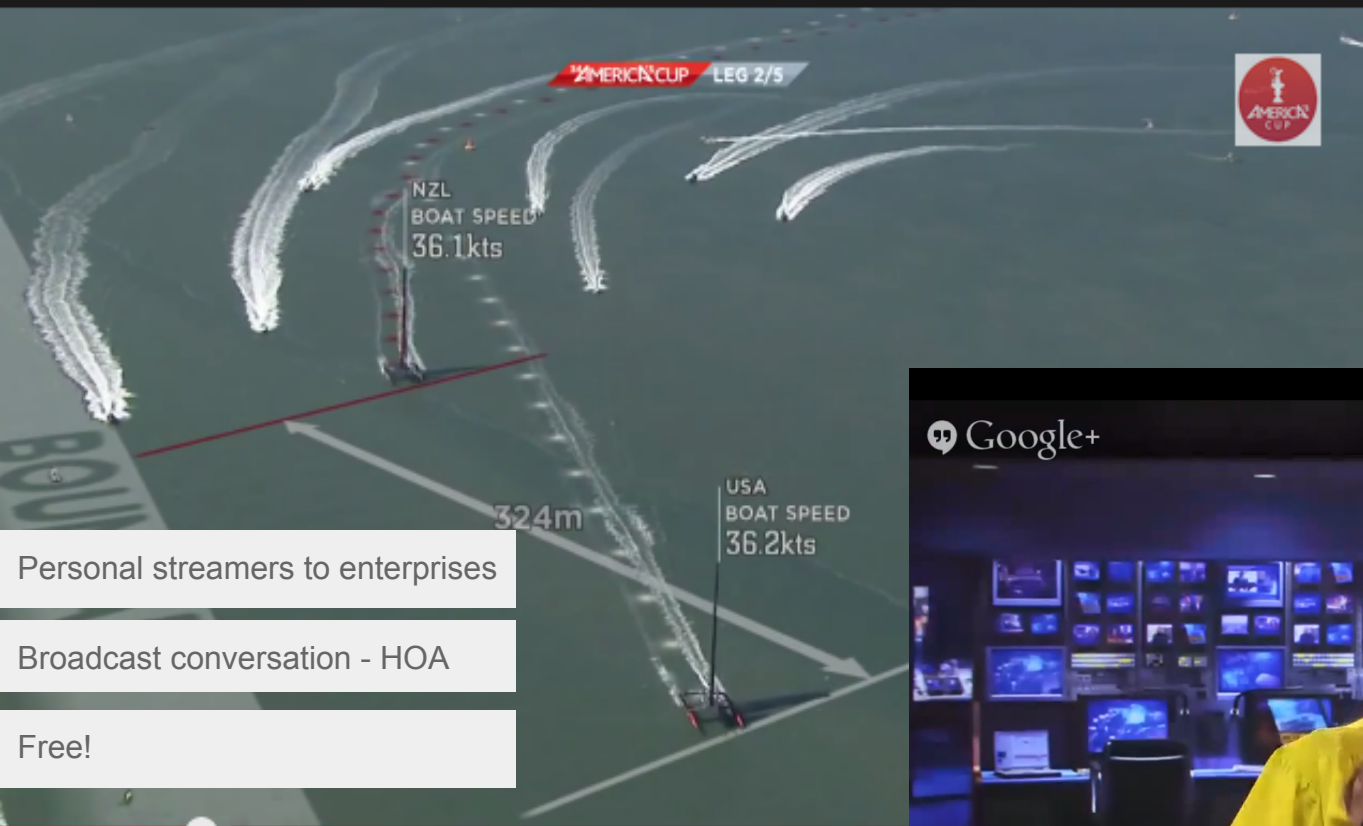


HD



**FOR  
EVERYONE**

# AMERICA'S CUP FINALS - REPLAYS by America's Cup ✓

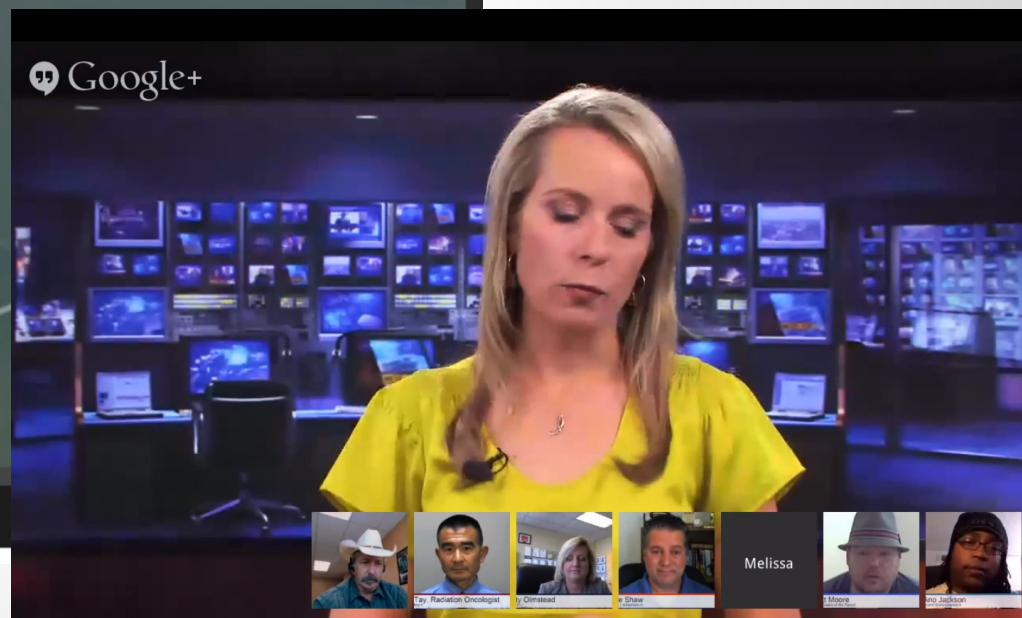


Personal streamers to enterprises

Broadcast conversation - HOA

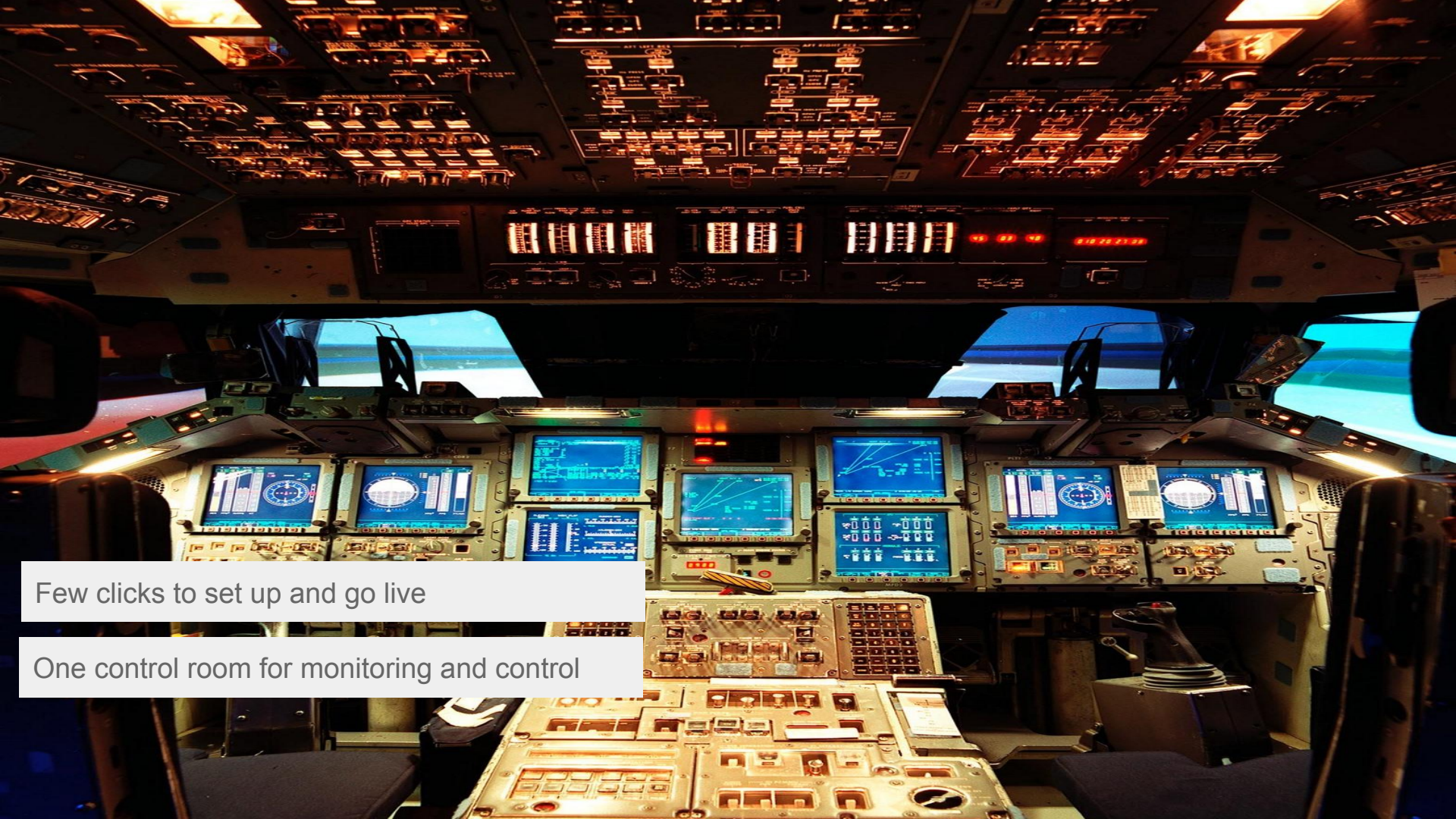
Free!

17:07 / 1:59:06



**SIMPLE  
YET  
POWERFUL**





Few clicks to set up and go live

One control room for monitoring and control




Set up

Broadcast

Promote

Measure

 Info and Settings



## League of legends season final

Cancel

Create event

Basic info **Advanced settings** Monetization



### Title

League of legends season final

### Description

### Tags

Riot Games x Riot x League of Legends x League x LoL x

+ LOL (Laughing Out Loud) (Film) + Clark + Lane + Superman + Smallville

+ Kent

### Starts

Nov 16, 2013

2:00pm

2 hrs



### Country and Time zone

United States



(GMT -08:00) Pacific



☒ I agree with the [terms and conditions](#) for streaming on YouTube.

### Privacy settings

Public



Anyone can search for and view



Customize your message

Also share to



### Category

Gaming



## League of legends season final

Cancel

Create event

Basic info

Advanced settings

Monetization



## Comments

- ☒ Allow comments All ▾
- ☒ Users can vote on comments
- ☒ Users can view ratings for this video

## License and rights ownership

Standard YouTube License ▾

## Syndication

- ☒ Everywhere  
make this video available on all platforms
- ☐ Monetized platforms  
make this video available only on monetized platforms ?

## Caption certification ?

This content has never aired on television in the U.S. ▾

## Distribution options

- ☒ Allow embedding ?

## Promotions

- ☒ Promote through InVideo Programming when event is live. ?
- ☒ Promote on my channel page when the event is live. ?

## Age restrictions

- ☐ Enable age restriction ?

## Video location

Search

## Recording date

Today

## Video statistics

- ☒ Make video statistics on the watch page publicly visible ?

## Recording ?

- ☒ Enable (Maximum 4 hours)
- ☐ Disable (Video will not be automatically recorded)

## DVR

- ☒ Enable DVR (The ability to seek back will be available during the first 12 hours of your event)

## Broadcast delay ?

No delay ▾





## Test Stream

Cancel

Save

## Thumbnail



Please upload as large an image as possible (suggested: 1280x720) since the image will also be used as the preview image when your event is embedded on other sites. You can upload a JPG, GIF, BMP, or PNG file. Maximum file size is 2MB.

Browse

custom thumb spec

## Choose maximum sustained bitrate of your encoder \*

☐ Basic ingestion☒ Custom ingestion ?

reusable entry points

480p\_1\_31\_13

## Select your encoder

YouTube Live provides support for a variety of encoders. Select one of the encoder options below and follow the instructions.

Other encoders

## 1. Configure your encoder

Recommended settings ?

## 2. Copy and paste into your encoder

Enter the stream names and URLs in the configuration options of your encoding software.

Stream Name

yt-ems-t.9dhYnNIRBD\_JocQGS7rDeg1359661798583813.35

Primary Server URL

rtmp://a.rtmp.youtube.com/live2?spams=id%2Citag%2Cns%

Backup Server URL

rtmp://b.rtmp.youtube.com/live2?spams=id%2Citag%2Cns%

## 3. Start your encoder


In your encoder, start sending us your video stream.


## 4. Go to the Live Control Room.


You can preview and start your event from the [Live Control Room](#).

[Set up](#)[Broadcast](#)[Promote](#)[Measure](#)


When Ingestion settings are complete and the primary and backup encoders are running, proceed to the Live Control Room.

 Info and Settings

 Ingestion Settings

 **Live Control Room**

[View on Watch Page](#)





**test**


Start Encoder

Preview Stream

You're Live!

 **Preview**

☐ Sync to preview player 

**New! Set your start point** 

You can start streaming what is happening right now, or you can start the point shown in the preview player. [Learn more](#)

AVERAGE LIVE VIEW DURATION	00:00
TOTAL VIEW TIME (HOURS)	0
PEAK CONCURRENT	0

[Help](#)

Set up

**Broadcast**

Promote

Measure

 Info and Settings

 Ingestion Settings

 **Live Control Room**

View on Watch Page



**test**

Start Encoder

Preview Stream

You're Live!

 **Start Streaming**

☒ Sync to preview player 

### New! Set your start point



You can start streaming what is happening right now, or you can start the point shown in the preview player. [Learn more](#)

AVERAGE LIVE VIEW  
DURATION

00:00

TOTAL VIEW TIME (HOURS)

0

PEAK CONCURRENT

0

[Help](#)

Set up

**Broadcast**

Promote

Measure

 Info and Settings

 Ingestion Settings

 **Live Control Room**

View on Watch Page



Your event is starting...



You may want to [visit your channel](#) to feature your live stream.



test

Start Encoder

Preview Stream

You're Live!



Start Streaming

☒ Sync to preview player 

STREAM STATUS

**GOOD**

360P STREAM

August 3, 2013 06:57 PM (PDT)

The health is good.

AVERAGE LIVE VIEW  
DURATION

00:00

TOTAL VIEW TIME (HOURS)

0

PEAK CONCURRENT

0

Set up

**Broadcast**

Promote

Measure

## HP Presents: 2Days Beat (Ft. Clams Casino & Vic Mensa)

Start Encoder

Preview Stream

You're Live!

■ Stop Streaming

LIVE 03:54:28

Help

☒ Sync to preview player ?

STREAM STATUS

**GOOD**

1080P STREAM

November 18, 2013 03:50 PM (PST)

The health is good.

AVERAGE LIVE VIEW  
DURATION

00:12:52

TOTAL VIEW TIME (HOURS)

3143

PEAK CONCURRENT

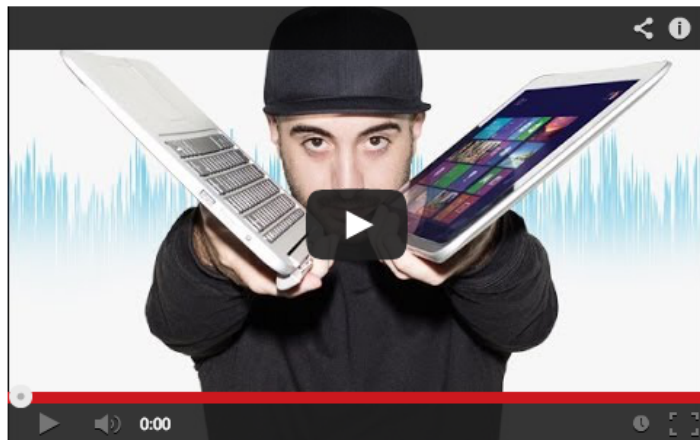
1004

[Send feedback](#)

Manage

Analytics

### PREVIEW



### BROADCAST ALERT

None

Turn on

Broadcast alert only works in Flash and HTML5 players. It may not work on some devices.

### SLATES INSERTION

Slate in

Slate out

### ADS INSERTION

Insert

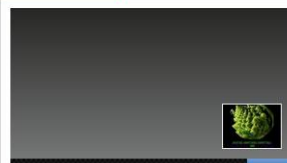
In-stream ad insertion must be enabled for the live broadcast.



[Set up](#)[Broadcast](#)[Promote](#)[Measure](#)**DASHBOARD****VIDEO MANAGER****CHANNEL SETTINGS**[Channel page](#)[Features](#)[Promotion](#)[Defaults](#)[InVideo Programming](#)[Streams](#)[Advanced](#)**ANALYTICS****INBOX**[Nadine Shelton](#)[Send feedback](#)**InVideo Programming**

Drive viewership to a specific video and reinforce channel branding using InVideo Programming across all your videos.

Feature your channel branding across all of your videos.

[Feature your channel](#)**Featured Video****Test Stream**

Showing on all your uploads

Position **Bottom right**

Display time **End of video**

Duration (mm:ss) **00:10**

[Save](#)

You can track all your InVideo Programming campaigns by downloading the report. [Download](#)

0:16:59 / 1:32:31

[Analytics](#)[Video Manager](#)**Test Stream****Nadine Shelton** · 18 videos**3 views**[Channel settings](#)[Like](#)[About](#)[Share](#)[Add to](#)[Share this video](#)[Embed](#)[Email](#)[Hangout](#)

```
<iframe width="560" height="315"
src="http://www.youtube.com/embed/oURSpnimZuI"
frameborder="0" allowfullscreen></iframe>
```

**Video size:****560 × 315**



[Set up](#)[Broadcast](#)[Promote](#)[Measure](#)

Custom Posts will be distributed if the event is set to Public when it goes live.

[Info and Settings](#) [Ingestion Settings](#) [Live Control Room](#) [View on Watch Page](#)

**test** [Cancel](#) [Save changes](#)

[Basic info](#) [Advanced settings](#) [Claiming options](#)

**Title**


**Description**

**Tags** [?](#)




**Privacy settings** [?](#)

Public

Anyone can search for and view



Customize your message

Also share to  ☐  ☐  ☐

**Category**

Education



**Test Stream**

Start Encoder Preview Stream You're Live!

Stop Streaming LIVE 00:00:14

**STREAM HEALTH**  
**GOOD**  
480P STREAM

AVERAGE LIVE VIEW DURATION	00:00:00
TOTAL VIEW TIME (HOURS)	0
PEAK CONCURRENT	1

**Manage** Analytics Help

**PREVIEW**

Test Stream

**SLATES INSERTION**

Slate in Slate out

**BROADCAST ALERT**

None

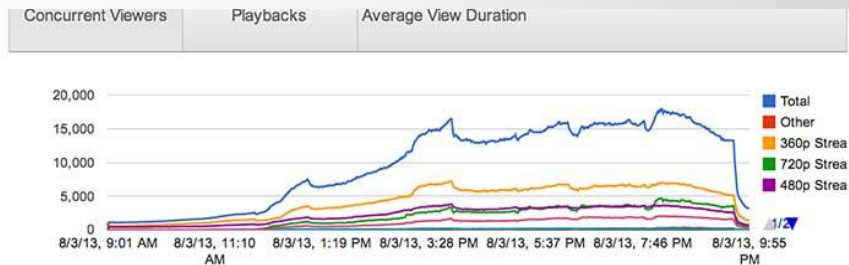
Turn on

**ADS INSERTION**

Insert

**PUBLIC VIEW**

slates and ads can be confirmed in the preview player and channel and watch page environment



PUBLIC VIEW

Comments

STREAM HEALTH  
**GOOD**  
480P STREAM

AVERAGE LIVE VIEW DURATION 00:00:48  
TOTAL VIEW TIME (HOURS) 0  
PEAK CONCURRENT 2

Manage

Analytics

Help

Filters

Location Playback Locations Camera Angle Resolution  
All Locations All All All

Viewer statistics

Errors

0  
Concurrent Viewers

15  
Playbacks

00:00:48  
Average View Duration



Set up

Broadcast

Promote

Measure

Info and Settings

Ingestion Settings

Live Control Room

View on Watch Page

Test LCR3

Download Report

COMPLETE 00:05:44

STREAM STATUS  
**NO DATA**  
360P STREAM

AVERAGE LIVE VIEW DURATION 00:03:20  
TOTAL VIEW TIME (HOURS) 0  
PEAK CONCURRENT 2

Help

Manage

Analytics

PREVIEW

Event has completed

BROADCAST ALERT

None

Turn on

Broadcast alert only works in Flash and HTML5 players. It may not work on some devices.

SLATES INSERTION

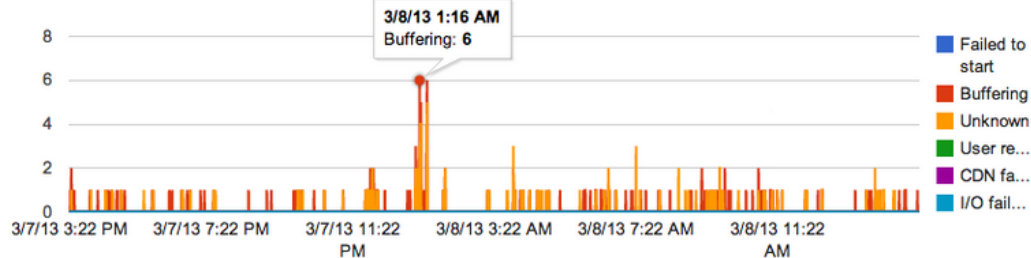
Slate in Slate out

ADS INSERTION

Insert

statistics

Errors





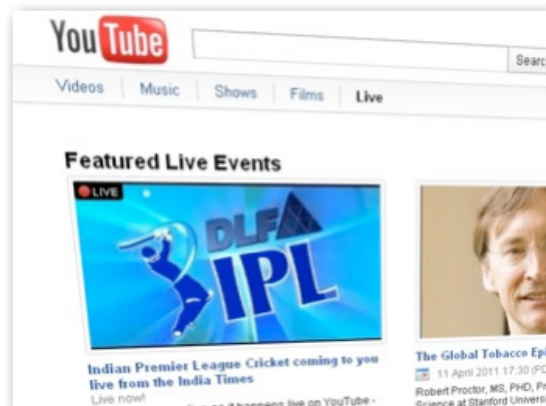
# APIs





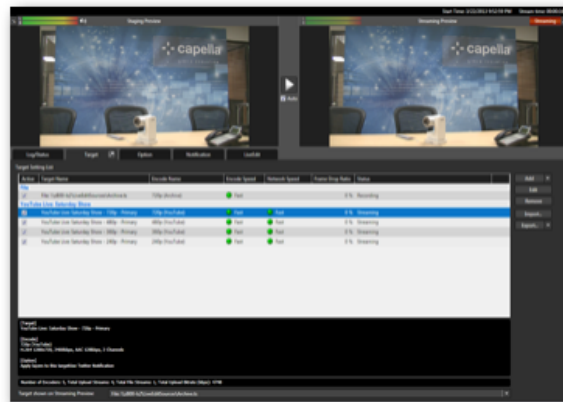
# API Interaction

## Broadcast



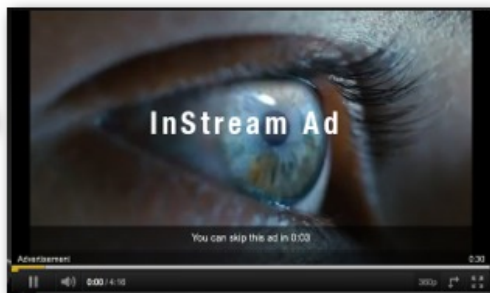
bind()

## Stream



insert()

## Cuepoint



# More documentation

<https://developers.google.com/youtube/v3/live> - new v3 APIs

## YouTube Live Streaming API - Life of a Broadcast

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### Contents

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[Creating and managing a live broadcast](#)

[Set up your broadcast](#)

[Claim your content](#)

[Test](#)

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[Conclude your broadcast](#)

[Create a reference](#)

### Introduction

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This document walks you through the life of a live broadcast on YouTube that is created and managed using the YouTube Live Streaming API and the [YouTube Content ID API](#).

### Resources and resource types

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As explained in the [getting started](#) guide, a resource is an individual data entity with a unique identifier. To create and manage live events on YouTube, you will use a number of different types of resources that are defined as part of either the [YouTube Data API](#) or the [YouTube Content ID API](#). The resources listed under the **YouTube Live Streaming API** header are technically defined in those other APIs but are listed separately because they are only used for live broadcasts.

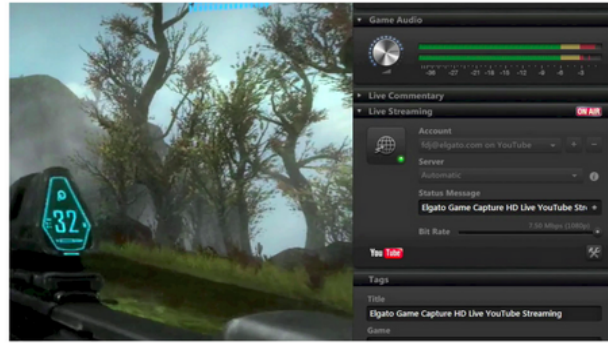
#### YouTube Live Streaming API resources

- [liveBroadcast](#) (part of the YouTube Data API)
- [liveStream](#) (part of the YouTube Data API)
- [liveCuepoint](#) (part of the YouTube Content ID API)

# Platforms publishing to YouTube



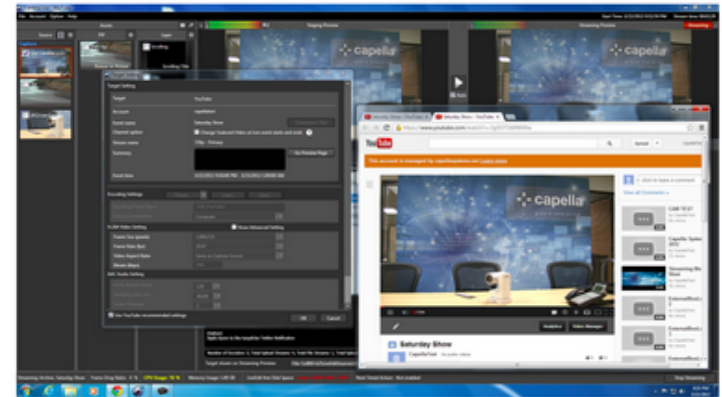
**XSPLIT**



**ELGATO**

**WIRECAST** for YouTube

**TELESTREAM**



**CAPELLA**





